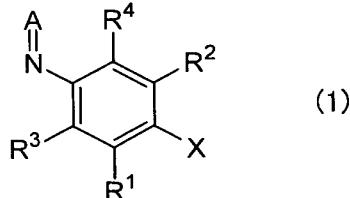
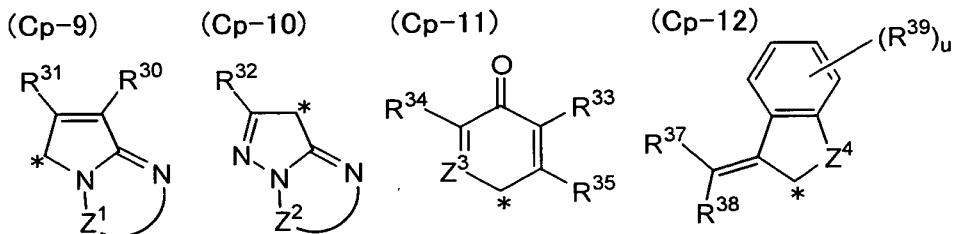
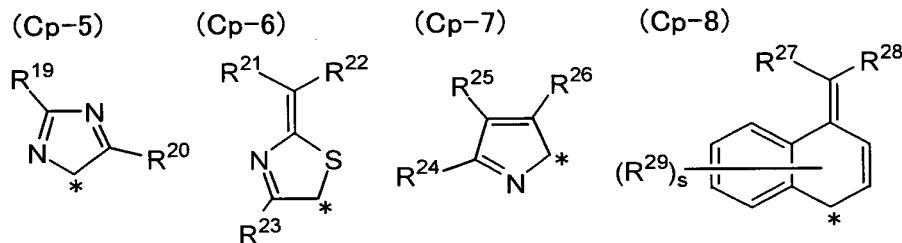
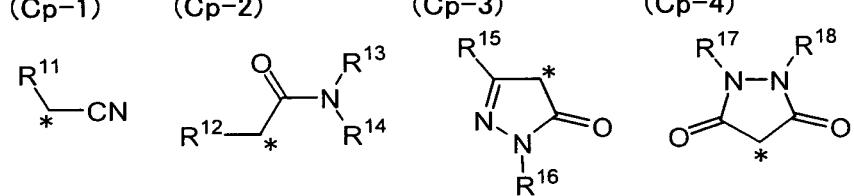


What is claimed is:

1. A hair dye composition comprising a dissociative direct dye represented by the following formula (1):



5 wherein, R¹, R², R³ and R⁴ each independently represents a hydrogen atom or a substituent, X represents a hydroxyl group or -NHSO₂R⁵, in which R⁵ represents an alkyl, aryl or heterocyclic group, A represents a group represented by any one of the below-described formulas (Cp-1) through (Cp-12) 10 which group may have one or more substituents:



(in formulas (Cp-1) through (Cp-12), * is a position

bonding to the nitrogen atom in formula (1),

in formula (Cp-1), R^{11} represents a cyano, acyl, aryl or heterocyclic group, or $-C(R^{101})=C(R^{102})-R^{103}$, in which R^{101} , R^{102} and R^{103} each independently represents a hydrogen atom or a substituent with the proviso that at least one of R^{102} and R^{103} is an electron attractive group having a Hammett σ_p value of 0.1 or greater,

5 in formula (Cp-2), R^{12} represents a cyano, alkoxy carbonyl, carbamoyl, aryl or heterocyclic group, and R^{13} and R^{14} each independently represents a hydrogen atom or an alkyl, aryl or heterocyclic group,

10 in formula (Cp-3), R^{15} represents a hydrogen atom or an alkyl, aryl, heterocyclic, amino, alkylamino, arylamino, heterocyclic amino, alkoxy, acylamino, alkoxy carbonylamino, 15 ureido, alkoxy carbonyl, carbamoyl or cyano group, and R^{16} represents a hydrogen atom or an alkyl, aryl or heterocyclic group,

20 in formula (Cp-4), R^{17} and R^{18} each independently represents a hydrogen atom or an alkyl, aryl or heterocyclic group,

in formula (Cp-5), R^{19} and R^{20} each independently represents a hydrogen atom or an alkyl, aryl or heterocyclic group,

25 in formula (Cp-6), R^{21} and R^{22} each independently represents a cyano, carbamoyl, alkoxy carbonyl,

alkylsulfonyl or arylsulfonyl group, and R²³ represents a hydrogen atom or an alkyl, aryl or heterocyclic group,

in formula (Cp-7), R^{24} , R^{25} and R^{26} each independently represents a hydrogen atom or a substituent,

5 in formula (Cp-8), R²⁷ and R²⁸ each independently

represents a cyano, carbamoyl, alkoxycarbonyl,

alkylsulfonyl or arylsulfonyl group, R^{29} represents a substituent, and s stands for an integer of from 0 to

in formula (Cp-9), R^{30} and R^{31} each independently

10 represents a hydrogen atom or a substituent, and Z^1

represents an atomic group necessary for the formation of a 6-membered ring together with N-C=N,

in formula (Cp-10), R^{32} represents a hydrogen atom or substituent, and Z^2 represents an atomic group necessary for the formation of a 6-membered ring together with N-C=N.

in formula (Sp-11) R^{33} , R^{34} and R^{35} each independently

represents a hydrogen atom or a substituent, Z^3 represents a nitrogen atom or $-C(R^{36})=$, in which R^{36} represents a hydrogen atom or a substituent, with the proviso that when Z^3 represents $-C(R^{36})=$, R^{34} and R^{36} may be coupled to form a 5-membered or 6-membered ring, and

in formula (Cp-12), R^{37} and R^{38} each independently represents a cyano, carbamoyl, alkoxy carbonyl, alkylsulfonyl or arylsulfonyl group, R^{39} represents a hydrogen atom or a substituent, u stands for an integer

from 0 to 4 and Z^4 represents $-SO_2-$ or $-SO-$), or salt thereof.

2. A hair dye composition of Claim 1, wherein R^1 and R^2 of the dissociative direct dye (1) are each a hydrogen or halogen atom, or an alkyl, cyano, acylamino, ureido, alkoxy carbonylamino, aryloxy carbonylamino, sulfamoylamino, alkylsulfonylamino, arylsulfonylamino, alkoxy carbonyl, sulfamoyl or carbamoyl group which may be substituted.

3. A hair dye composition of Claim 1, wherein R^3 and R^4 of the dissociative direct dye (1) are each a hydrogen atom, a halogen atom, or an alkyl or acylamino group which may be substituted.

4. A hair dye composition of Claim 1, wherein X of the dissociative direct dye (1) is a hydroxyl group or $-NHSO_2R^5$, and R^5 is an alkyl group which may be substituted.

5. A hair dye composition of Claim 1, wherein A of the dissociative direct dye (1) is a group, which may have one or more substituents, selected from the groups represented by:

formula (Cp-1) in which R^{11} is a cyano group, acyl group, heterocyclic group or group $-C(R^{101})=C(R^{102})-R^{103}$,
formula (Cp-2) in which R^{12} is a cyano group, aryl group or heterocyclic group and R^{13} and R^{14} are each a hydrogen atom, alkyl group or aryl group, with the proviso that at least one of R^{13} and R^{14} represents a hydrogen atom,

formula (Cp-3) in which R¹⁵ is an alkyl, amino, alkylamino, arylamino, heterocyclic amino, alkoxy, acylamino, alkoxycarbonylamino, ureido, alkoxycarbonyl, carbamoyl or cyano group, and R¹⁶ is an aryl or heterocyclic group,

5 formula (Cp-4) in which R¹⁷ and R¹⁸ are each an alkyl or aryl group,

formula (Cp-5) in which R¹⁹ and R²⁰ are each an aryl or heterocyclic group,

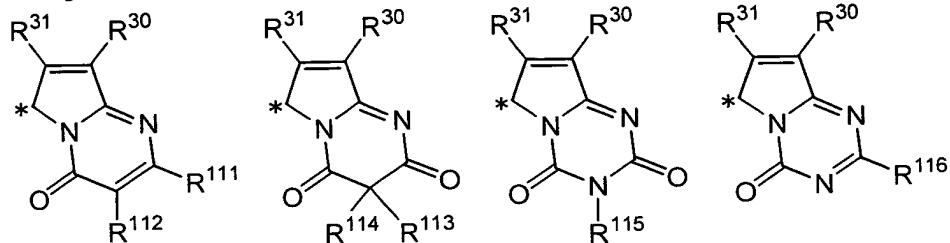
10 formula (Cp-6) in which R²¹ and R²² are each a cyano, carbamoyl or alkoxycarbonyl and R²³ is a hydrogen atom or an alkyl group,

15 formula (Cp-7) in which R²⁴ is a hydrogen atom or an aryl, acylamino, alkylsulfonylamino or arylsulfonylamino group and R²⁵ and R²⁶ are each a hydrogen atom or an aryl, alkoxycarbonyl, carbamoyl, alkylsulfonyl, arylsulfonyl or cyano group,

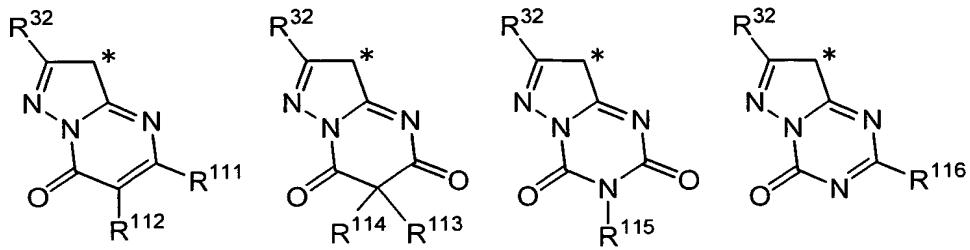
20 formula (Cp-8) in which R²⁷ and R²⁸ are each a cyano, carbamoyl or alkoxycarbonyl group, R²⁹ is a halogen atom or an acylamino, alkylsulfonylamino, arylsulfonylamino, alkoxycarbonyl, carbamoyl, alkylsulfonyl or arylsulfonyl group, and s is an integer of from 0 to 2,

25 formula (Cp-9) in which R³⁰ and R³¹ are each a hydrogen atom or an alkyl, aryl, heterocyclic, alkoxycarbonyl, carbamoyl, alkylsulfonyl, arylsulfonyl or

cyano group and Z^1 is a group capable of forming the following ring systems:



in which, R^{111} represents a hydrogen atom or an alkoxy, 5 amino, alkylamino, arylamino, heterocyclic amino, acylamino, ureido, alkoxycarbonylamino, aryloxycarbonylamino, sulfamoylamino, alkylsulfonylamino, arylsulfonylamino, alkylthio, arylthio or heterocyclic thio group, R^{112} represents a hydrogen or halogen atom, or an alkyl, acyl, 10 carbamoyl or alkoxycarbonyl group, R^{113} and R^{114} each independently represents a hydrogen atom or an alkyl group, R^{115} represents a hydrogen atom or an alkyl group, and R^{116} represents a hydrogen atom or an alkyl, aryl, alkoxy, 15 aryloxy, amino, alkylamino, arylamino, heterocyclic amino, acylamino, ureido, alkoxycarbonylamino, alkylsulfonylamino, arylsulfonylamino, alkylthio, or arylthio group, 20 formula (Cp-10) in which R^{32} is a hydrogen atom or an alkyl, aryl, heterocyclic, alkoxycarbonyl, carbamoyl, alkylsulfonyl, arylsulfonyl or cyano group, and Z^2 is a group capable of forming the following ring systems:



in which, R¹¹¹ to R¹¹⁶ have the same meanings as described above,

formula (Cp-11) in which Z³ is -C(R³⁶)=, R³⁶

5 representing a hydrogen atom or an acylamino group, R³³ and R³⁴ are each a hydrogen atom, a halogen atom, an alkyl group or acylamino group, and R³⁵ is a hydrogen atom or an alkyl group; or in which Z³ is -C(R³⁶)=, R³⁴ and R³⁶ are coupled together to form a benzene ring which may be
10 substituted with a halogen atom or an amino, alkylamino, arylamino, heterocyclic amino, acylamino, ureido, alkoxy carbonylamino, alkylsulfonylamino or arylsulfonylamino group, R³³ represents an acylamino, alkylsulfonylamino, arylsulfonylamino, carbamoyl or sulfamoyl group, and R³⁵ represents a hydrogen atom, and

15 formula (Cp-12) in which R³⁷ and R³⁸ are a cyano or alkoxy carbonyl group, R³⁹ is a halogen atom or an acylamino, alkylsulfonylamino, arylsulfonylamino, alkoxy carbonyl, carbamoyl, alkylsulfonyl or arylsulfonyl group, u is an integer of from 0 to 2, and Z⁴ is -SO₂-.

20 6. A hair dye composition of Claim 1, wherein A of the dissociative direct dye (1) is a group represented by

formula (Cp-1), (Cp-2), (Cp-3), (Cp-4), (Cp-7), (Cp-9) or
(Cp-11).